

'Custer's revenge' removed

x-rated video games multiply

Feminist and Native American groups declared "victory over racist/rape [home video] game 'Custer's Revenge.'" According to Long Island's *Newsday*, 75,000 games had already been sold. The game, which features a naked General Custer raping a bound Indian woman, was taken off the market by Game Source, the company that took over the sales and distribution rights from American Multiple Industries (AMI). However, an investigation by *Ms.* Magazine recently revealed that the Game Source company was created only to make the withdrawal announcement. Kristen Reilly of Women Against Pornography (WAP) in New York told *oob*. A company called Playaround now controls sales and distribution, and Playaround's president, Joel Martin, is the co-partner of Stuart Keston, the president of AMI. Martin was the man who conceived of Custer's Revenge in the first place, said Reilly. Richard Miller, the "president" of Game Source, had issued this statement: "We are 100% in favor of good sexual fun between consenting video images, but no company would want to be associated with either racism or violence toward women. Such themes have no place within the context of a videogame." Reilly said the *Ms.* investigation found that the statement was written for Miller by AMI's public relations firm.

It was a "set-up," said Reilly, to get the pressure off of AMI.

Playaround now has the rights to "Beat 'em and Eat 'em," and "Bachelor Party," two x-rated games AMI originally produced. WAP is protesting "Bachelor Party" now--collecting petitions and writing letters. "Bachelor Party" shows a male figure and eight female figures, all naked. The object of the game is to maneuver the male figure to make contact with each female. Every time he does, he scores a point, indicating he has achieved intercourse with her. At this point the female figure disappears from the screen. She is "conquered, consumed," commented Reilly.

According to Reilly, x-rated video games will be proliferating quickly. Playaround anticipates releasing eight more, and several other companies have advertised games that are in the works, including one called "Harem." Apparently the market for the games is large.

Reilly also reported that there are some arcade-style x-rated video

games ready for distribution. They would be installed in bars.

Atari has filed suit against AMI to stop its name from being associated with the games (they fit the Atari system). Reportedly, Atari has received up to 1200 complaints a day about "Custer's Revenge."

WAP worked closely with the American Indian Community House (AICH) to force "Custer's Revenge" off the shelves. AICH is not actively involved with the protests against the other games, commented Reilly. "They are sympathetic but not taking a stand," she said.

Reilly noted that further investigation is needed into the Game Source-Playaround-AMI connection.

by jas